

**LEMON GROVE CITY COUNCIL
AGENDA ITEM SUMMARY**

Item No. 4
Mtg. Date June 2, 2015
Dept. City Manager's Office

Item Title: Recreation Focus Group

Staff Contact: Graham Mitchell, City Manager and Mike James, Public Works Director

Recommendation:

Provide feedback to staff on 1) the scope of work to be performed by the Recreation Focus Group, and 2) the composition of the Recreation Focus Group.

Item Summary:

During the City Council's goal setting workshop and ensuing discussions, the City Council identified a priority in 2015 to conduct a focus group to explore the establishment of a Recreation Council. The purpose of this agenda item is to seek feedback from the City Council on the scope of work to be performed by the Recreation Focus Group. The staff report (**Attachment A**) recommends an expanded scope of work to what was initially discussed by the City Council. The staff report also identifies staff's recommendation regarding the composition of the Recreation Focus Group.

Fiscal Impact:

None.

Environmental Review:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Not subject to review | <input type="checkbox"/> Negative Declaration |
| <input type="checkbox"/> Categorical Exemption, Section [] | <input type="checkbox"/> Mitigated Negative Declaration |

Public Information:

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> None | <input type="checkbox"/> Newsletter article | <input type="checkbox"/> Notice to property owners within 300 ft. |
| <input type="checkbox"/> Notice published in local newspaper | <input type="checkbox"/> Neighborhood meeting | |

Attachments:

A. Staff Report

Attachment A

LEMON GROVE CITY COUNCIL STAFF REPORT

Item No. 4

Mtg. Date June 2, 2015

Item Title: **Recreation Focus Group**

Staff Contact: Graham Mitchell, City Manager and Mike James, Public Works Director

Discussion:

One of the priorities discussed during the City Council goal setting workshop earlier this year was the establishment of a focus group to explore the establishment of a Recreation Council. The purpose of this agenda item is to seek feedback from the City Council on the scope of work to be performed by the Recreation Focus Group. Also, to help with the recruitment process, staff seeks feedback on the composition of the focus group.

Scope of Work

During the City Council's goal setting workshop, the initial intent expressed by the City Council was to form a focus group to explore the potential establishment of a Recreation Council. Staff recommends that the focus group expand its discussion to the broader topic of recreation services. Staff recommends that the focus group be tasked with the following scope of work:

- 1) Identify the existing recreational opportunities for Lemon Grove residents in and near the City,
- 2) Identify recreational needs in the community, including barriers and opportunities to meeting those needs, and
- 3) Provide a recommendation on the role a Recreation Council can play in the community, including the Recreation Council's form, whether it is a City established entity, its purpose, staff time required to support, funding issues/opportunities, etc.

Staff envisions that the focus group members will be asked to conduct research, perform analysis, and seek community feedback in order to present its findings to the City Council.

Focus Group Composition

Staff recommends that the focus group be limited to 20 members. Staff recommends that the City solicit participation from residents and local business owners. In addition, staff recommends that the City Council invite two members of the Planning Commission and two representatives of the Lemon Grove School District to participate on the focus group.

Focus Group Recruitment

Once the scope of work is determined, staff will begin soliciting interest by advertising on the City's website, Facebook page, press releases, and e-notification services. Staff recommends using a similar one-page application as the City has for past focus groups. The form asks applicants to provide information about work and community experience (including volunteer activities and experience or special knowledge that would be helpful on the focus group). The form also asks potential focus group members why they would like to serve on the focus group.

Conclusion:

Staff recommends that the City Council provide feedback on the Recreation Focus Group's scope of work and composition.